



January 23, 1984

UPDATE 1984

POLYNESIAN CULTURAL CENTER

New Appointment for General Manager Organizational changes announced



Elder Marvin J. Ashton, chairman of the Polynesian Cultural Center board of directors, this week announced the appointment of Ralph G. Rodgers Jr. as President/General Manager of the Polynesian Cultural Center. In this capacity, the new president will report directly to the Chairman of the Board rather than through specific committees of board members as in the past. In announcing the appointment, Elder Ashton challenged Center managers to support the administration by living within the budget as it has been accepted and approved for 1984 by the board of directors.

Additional changes approved by the board and announced by President Rodgers at this week's Management Team meeting include the appointments of Steve Ashton as Assistant to the General Manager/Vice President; Cy Bridges as Product Manager/Vice President; and David Hannemann as Support Manager/Vice President. The Executive Management Committee now consists of: Ralph G. Rodgers, Jr., Steve Ashton, Cy Bridges, David Hannemann, J.D. Willardson, Vernice Pere, Haili Pokipala, and John Muaina. In addition, Vernice Pere is also appointed as Executive Secretary to the Executive Management Committee.

President Ralph G. Rodgers will no longer serve as a member of the Board of Directors and will not be replaced in that capacity. This new organization allows for greater administrative powers and decision-making by the President and direct-line communication between him and the Chairman of the Board.

These announcements place responsibility for good management squarely with the Center administration while allowing for creativity and vision on the job. As the year 1983 turned, Elder Ashton expressed great pleasure in the accomplishments of Center employees and personal delight in the order and beauty of the upgraded Center grounds and facilities.

Members of the Board of Directors, which included Elder Marvin J. Ashton, Ralph G. Rodgers Jr., George Q. Cannon, and F. William Gay, Jeffrey R. Holland, J. Willard W. Marriott, and Fred Baker met this week on Maui with Center administrators in their regularly quarterly meeting.



INSIDE: Zhao Ziyang visits PCC

ZHAO ZIYANG: How it all began

Several weeks ago President Gordon B. Hinckley was informed by White House staffers that Premier Zhao Ziyang of the People's Republic of China had requested a visit to the Polynesian Cultural Center on his way to meetings with President Reagan.

President Hinckley responded enthusiastically to the request and then called Center General Manager Ralph G. Rodgers Jr. to break the news. His call was soon followed by several from the White House and began regular communication between Washington, Salt Lake City, and Laie.

On January 7, 1984, weeks of special preparation culminated in a welcome of the premier and his party that can only be called "grand." Every detail had been checked and double-checked and plans had changed daily as Secret Service officers plotted the safest route for the walk-through the premier had personally requested.

General Manager Ralph Rodgers submitted a request to the White House to open the Center at 9:00 am that day in order to allow the local community to share in the occasion, and families interested in attending were offered free admission.

Those who took advantage of his invitation to stay and enjoy the regularly-scheduled Center events were also able to see the new "Voyages of the Pacific" pageantry as well as the new "Sunset Parade", which seemed a fitting climax to a festive day.



Photo by Kerry Pere

A day of festivity and flowers

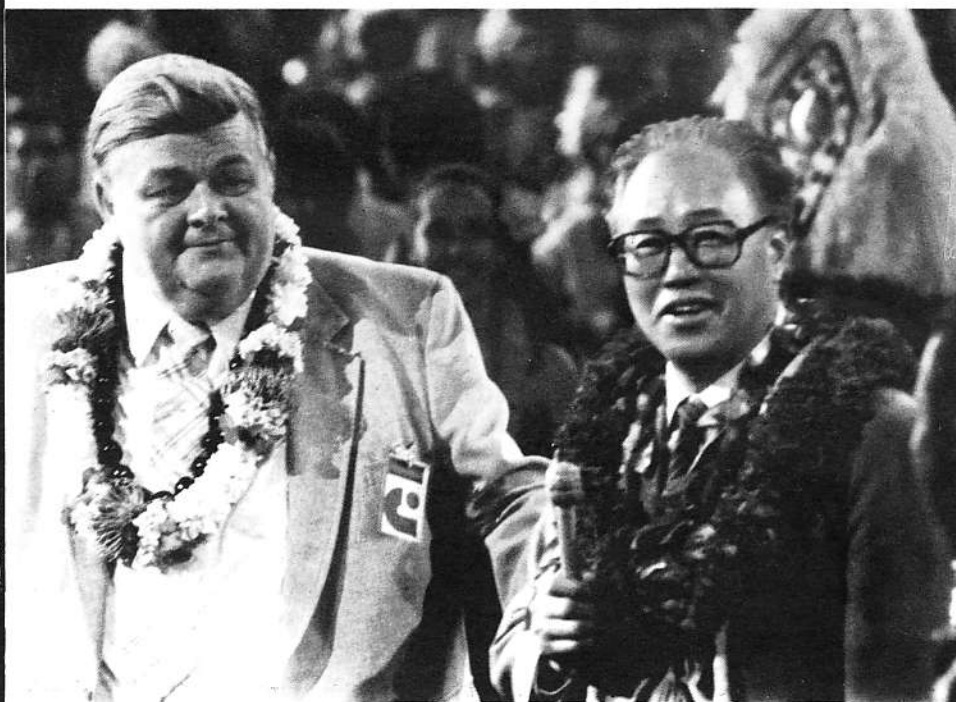


Photo by Kerry Pere

It was a day for flowers! From the carefully bedecked carts and trams to the vanda orchids scattered on the white luncheon table cloths, Hawaii must have seemed to be islands of perfume and color to China's premier.

One hundred and fifty double tuberose and double carnation leis were bought by PCC for the occasion, as well as a hundred and fifty kukui nut leis and five hundred loose tuberose and puakenikeni used to decorate the premier's cart.

A special maile and ilima lei was bought for the premier himself, and mauna loa orchid leis for Elder and Sister Marvin J. Ashton. Some PCC and BYU administrators had to exchange their colorful tuberose and mixed flower leis for several pure white carnation leis

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Day of Flowers

Contd from page 2.

which we learned would be inappropriate for the Chinese guests as that color is considered a symbol of mourning.

No one of either guests or hosts mourned that day, however, and the Center was the only place to give leis to the whole entourage who visited Hawaii. White House Special Assistant to the President, Mr. Stephen Studdert, observed as he boarded the premier's helicopter to leave: "On a scale of 1 to 10, you folks get a 10 plus!"

Teamwork impresses officials

White House personnel and others who coordinated Premier Zhao Ziyang's visit to PCC and BYU had difficulty understanding that the two organizations are separate entities. In actual fact, more than any previous occasion, the event was an example of what administration and employees of both places can accomplish by cooperation.

Those viewing the activities from "up front" noticed at once that the day was shared by PCC General Manager, Ralph Rodgers, and BYU President, Elliot Cameron, under the tutelage of Elder Marvin J. Ashton. In that sharing the two administrators exemplified what was happening at many levels in their two organizations.

Behind the scenes, Dean Wright of BYU Food Services sent an urgent message for help to the PCC Wardrobe Department resulting in the Center "mothers" providing the pink and white Polynesian material and spending all day measuring, cutting, and sewing muu muus, aloha shirts, and lavalavas that gave both a festive and professional look to the luncheon workers.

Chuck Akana of BYU and Sam Langi of PCC joined forces to turn out their full complement of security men for the day, and when BYU's Howard Lua and Joanna Thompson needed help in decorating the campus foyer, PCC tapa, fine mats, palms and potted orchids as well as dozens of coconut leaf pineapples, fish, birds, and insects hand-made by Center village weavers were delivered to them.

Within the Center, interdepartmental cooperation meant that Tony Haiku made yards of hoses and other equipment available to enable Sione Pasi's theater people to pump out and scrub the lagoon late into Friday night. The same procedure was followed as Harvey Alapa's crews worked against the clock to complete the tram turnaround and other areas, and a joint team of PCC and BYU video technicians worked the weekend through to prepare video tapes for the premier as well as for President Gordon B. Hinckley.

Colorful carts work of Guest Services all-night crew



Photo by Kerry Pere

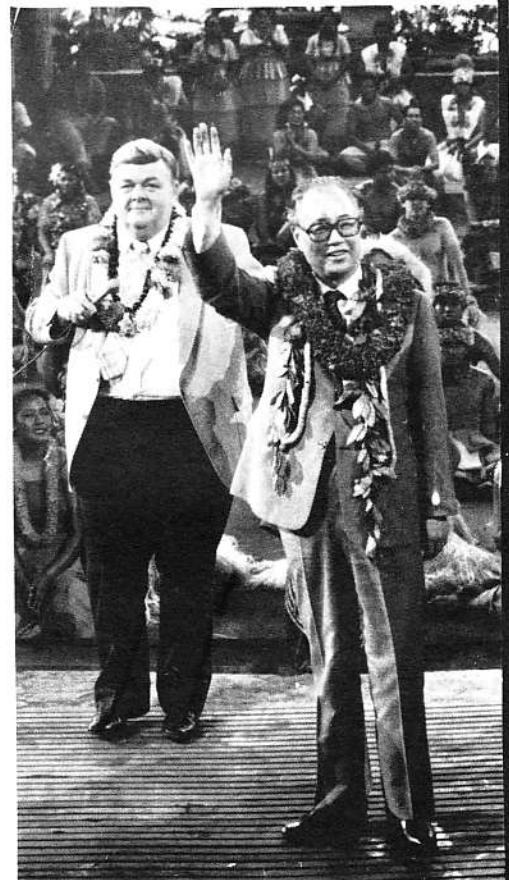


Photo by Kerry Pere

Cooperation the key at hist

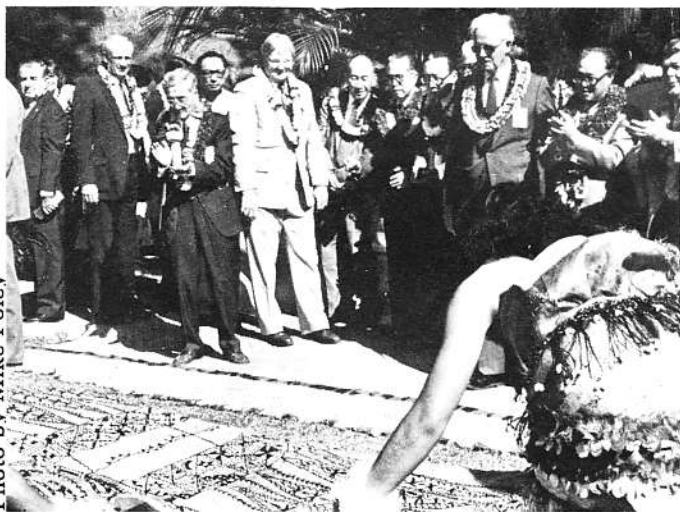
Photo by Mike Foley



Photo by Kerry Pere



Photo by Mike Foley



Right: Dancer in special show.



Photo by Kerry Pere

Photos from lower left: Tongans present tapa to guest; premier's entourage enjoys show; decorated carts carry official party to PCC; Elliot Cameron and Ralph Rodgers share a smile after the day's events; Fijian performer; premier laughs during the mothers' dance; student in the Hawaiian section; premier adjusts seat belt in readiness for departure.



Historic community event



Photo by Mike Foley



Photo by Kerry Pere



Photo by Steve Tippetts



Photo by Kerry Pere



Photo by Kerry Pere

Photo seen around the nation



Carl Viti Advertiser photo

The most famous photo of Premier Zhao's visit to Hawaii actually had its birth many days earlier during one of the planning meetings between secret service personnel and the Center committee responsible for the event.

After walking partway through the exact route the premier would later take, someone suggested that the guests, who would be wearing business suits that day, would surely appreciate a cold drink en route.

Everyone agreed, then came the questions of what to serve and how. Center General Manager, Ralph Rodgers, brightened, "I know," he said, "Let's serve a fruit punch inside a pineapple!"

That photo, included here, made the front page of the Los Angeles Times, the New York Times, and several regional newspapers across the nation that night.



Photo by Kerry Pere

Under the impressive David O. McKay mural, China's premier descends the steps after an eventful morning in Laie accompanied by Elder Marvin J. Ashton, Ralph G. Rodgers Jr., and members of his entourage.



Local community members, hosts, and guests alike enjoy village performances.

From Hawaii to China, PCC style

Photo by Kerry Pere



Photo by Kerry Pere

Above left: Hawaiians perform
Above right: China's premier graciously
wishes Polynesia "prosperity"

Photo by Steve Tippetts



Photo by Steve Tippetts



Above: Tahitians perform in special show.

Below: Mr. Stephen Studdert, Special Assistant to President Reagan and a member of the LDS Church, shakes hands with Elder Ashton at the end of the visit.

Secret Service secures Center

Where were the 128 known security personnel who had entered the grounds in the early hours of Saturday morning? Well, the answer to that question depended on which group you were talking about. BYU-HC and PCC security forces worked together to secure perimeter fences and the campus soccer field designated as the LZ, or Landing Zone for the day.

Uniformed Honolulu Police Department officers manned magnetometers that checked every person's entrance to the grounds as well as packages and purses. Additional White House guards also assisted at those posts. Other HPD squads patrolled the Center with dogs that were trained to sniff out bombs. The sniper squad was deployed in the Marquesan tohua, the Center's highest point in the villages.

The premier's party included seven Chinese secret service personnel. Because the PRC Foreign Minister was also with the group, U.S. State Department secret servicemen were assigned specifically

to safeguard him. An armored van loaded with firepower and explosives kept pace with the premier's tour on the service road just within the Center fence.

Cat walks in the theater and the large propane tank that fuels the volcano were off-limits that morning, as were all rooftops. Days before, the PCC cherry-picker had been used to install a radio antenna powerful enough for direct transmission to the White House, and the 150 boxes of chocolates, as well as other gifts presented that day had been held overnight and x-rayed before presentation.

Some U.S. Secret Service officers were easy to spot by the noticeable bulge under their aloha shirts or suits and by the ear-plugs they wore. However, even if you could have located all those 128 known officers, another question remained -- How many unknown secret servicemen were in the crowd that day?

viewpoint

vernicepere



Photo by Kerry Pere

In retrospect, some people have criticized the Center administration for "going all out" to welcome one of this century's most avid communists. That thought is an interesting one, for it suggests that we should discriminate against some of our guests. The idea seems contrary to more than our sensibilities as members of the Church of Jesus Christ, for our charter specifically states part of our *raison d'être* to be missionary work.

If we seek to welcome only dyed-in-the-wool Christians through our doors we would not make much impact towards conversion on anyone. And how would we exercise such a task? Most of our guests do not declare their politics at the front gate, nor their religion, or race for that matter. One noticeable exception last year was a woman who asked for her money back because she was an Orthodox Jew and did not know the Center is linked to the Mormon Church. We cheerfully refunded her money.

Our missionary efforts are not overt. We do not preach gospel doctrine to people who have paid to be entertained. On the other hand we do not hide the fact that we represent all for which the gospel of Christ stands. We state our Church affiliation clearly on our literature and in our evening show. We leave it to others to decide whether or not they want to come to the Center.

Premier Zhao Ziyang personally requested a visit with us. We were delighted to welcome him. Were the Pope to desire to visit tomorrow we would gladly receive him, too.

As the premier's helicopter grew smaller in the sky over Laie last Saturday, Elder Ashton remarked to me "I feel in my heart that he is a good man." Perhaps as an apostle of the Lord Elder Ashton remembered what others of us were quick to forget - that all men are sons of God, -- even Communists.